



## Up-Coming NDDA Events

### Pride of Dakota

### Holiday Showcases

Nov/Dec 2005

### Marketplace of Entrepreneurs

January 2006

## International Trade Shows

### Sept. 6-9

Costa Rica Trade  
Mission / Export  
Show

*Costa Rica*

### Sept. 14-17

Int'l Food and  
Hospitality Show  
Plus!

*Thailand*

### Sept. 20-23

2005 World Seafood  
Moscow

*Russia*

# North Dakota Department of Agriculture International Update

August 2005

## A message from the Commissioner

Our association with MIATCO, the consortium of twelve Midwestern state departments of agriculture, has paid real dividends for North Dakota food companies over the years. Most of you are familiar with the programs that are offered – Branded, Market Builder (formerly Distributor Development Services), Food Show Plus, Food Helpline, Buyers Mission, etc.

I am really excited about 3 new programs which are now available and are featured in this newsletter.



**ROGER JOHNSON**

The new Essentials on Line internet program is a ten module education tool that is great for both new exporters and those experienced exporters wanting to sharpen their skills. The program can be completed at your leisure, in your home or office. It is something you should look at both for yourself and for your work force.

The second new exporting tool is a database called GEMS. It provides fantastic information that can help you decide where you can best export your particular food product. It can also provide information on foreign exchange rates and give you approximate shipping costs to anywhere in the world.

Finally, the MIATCO intern program is now fully operational. Cheryl Duvall, an NDSU student from Galesburg ND is now on board to promote MIATCO programs. Funding for this program comes from the United States Department of Agriculture Foreign Agriculture Service (USDA-FAS). Feel free to contact her or our Marketing Staff here in Bismarck if you need export assistance.

There are many foreign trade teams coming to the state during this time of the year. I commend the commodity councils and associations for their efforts and hope all of you can participate in at least one of these visits.

## CUBA TECHNICAL GROUP TO VISIT NORTH DAKOTA

A team of technical support personnel from the Cuban Ministry of Agriculture and Alimport will be visiting North Dakota in late September. The exact date has not yet been set.

The purpose of the trip is to meet with North Dakota and US phyto-sanitary officials to discuss the technical aspects of shipping potatoes to Cuba.

While here, the group will visit some potato growers in the Red River Valley.

**Sept. 28-30**

Abastur 2005

Food Show Plus!

*Mexico***Oct. 3-5**

Czech Republic

Trade Mission

*Czech Republic***Oct. 5-7**

Health Ingredients

Food Show Plus!

*Tokyo***Oct. 5-7**

Korean Food

Market Showcase

*Korea***Oct. 8-12**

ANUGA Food Show

Plus!

*Germany***Nov. 15-17**Food and Hotel China  
Food Show Plus!*China***Nov. 30- Dec. 2**Natural Products Food  
Show Plus!*Hong Kong***Mar. 14-17, 2006**Foodex Food Show  
Plus!*Tokyo*

## Livestock Feed Buyers Mission Brings Mexican Trade Delegation to North Dakota

The North Dakota Department of Agriculture (NDDA) is collaborating with Mid American International Agri-Trade Council (MIATCO) to bring a Mexican Trade Delegation to North Dakota. This enhanced Buyers' Mission, to be hosted September 30 thru October 3, allows select Mexican buyers to tour farms and businesses and meet one-on-one with producers.

"This is a valuable opportunity for North Dakota livestock feed ingredient producers to develop business opportunities with Mexico. It will strengthen relationships with our neighbors to the south and open up a large market for North Dakota products," said North Dakota Agriculture Commissioner Roger Johnson.

Five buyers from Jalisco, the largest dairy producing state in Mexico, will meet with 14 North Dakota feed industry leaders and Agriculture Commissioner Roger Johnson, before going on to the World Dairy Expo in Madison, Wisconsin. "This is a follow up to a trade mission that the Department of Agriculture hosted to Jalisco in March 2005," said North Dakota Department of Agriculture Livestock Specialist Bobbi Talmadge.

Buyers' Missions are a unique service offered by MIATCO to connect local agribusinesses with buyers from foreign markets. Generally, American producers, manufacturers, or distributors get to choose from a list of pre-qualified buyers, who are looking to buy products that they sell. MIATCO then arranges for the two parties to meet and begin building relationships, which is a prerequisite for doing business in most international markets. Companies often find these missions to be an inexpensive way to assess the global market potential for their product, learn how business is done in foreign countries, and connect with the right international buyers.

To learn more about this exciting opportunity contact NDDA Livestock Specialist Bobbi Talmadge at [btalmadge@state.nd.us](mailto:btalmadge@state.nd.us) or call the ND Department of Agriculture at 800.242.7535.

## NORTH DAKOTA – RUSSIAN COUNCIL FORMED

Commissioner Roger Johnson has appointed a newly formed North Dakota / Nizhniv Novgorod Council to examine trade and other opportunities in that Russian region. The first meeting of the Council will be in Bismarck on September 12<sup>th</sup>.

The Council was formed as a result of a Memo of Understanding that was signed in January 2005 when Agriculture Minister Nikolay M. Rodin and a delegation from the Nizhniv Novgorod Region of Russia visited North Dakota.

Members of the Council in addition to the Commissioner are:

- Dr. Vern Anderson – NDSU, Carrington,
- Howard Dahl - Amity Technology, Fargo
- Cathy Holmes - Kadrmas Lee & Jackson, Bismarck

**Mar. 15-18**

ANTAD Food Show  
Plus!

*Mexico*

**Mar. 21-23**

Food & Hotel Korea  
Food Show Plus!

*Korea*

**Mar. 23-25**

Natural Products Expo  
West Buyers Mission

*Worldwide*

**Apr. 25-28**

Food and Hotel Asia  
Food Show Plus!

*Southeast Asia*

## **Domestic Trade Shows & Events**

**Sept. 11-14**

ECRM Int'l Buyer/  
Seller Event

*Miami, Florida*

**Sept. 16-18**

Natural Products  
East Buyers  
Mission

*Washington, D.C.*

**Sept. 6-7**

Feed Ingredients  
Buyers Mission

*Madison, WI*

- Guy Moos - Baker Boy, Dickinson
- Andrew V. Novotorov – Dickinson State University, Dickinson
- Dave Pearce - Papa's Pumpkin Patch, Bismarck
- Dr. Gary A. White - Dickinson State University, Dickinson

"I am grateful that these talented individuals have agreed to serve on the Council," said Commissioner Johnson. "Hopefully there will be many opportunities for North Dakota companies to expand their exports as a result of our activities."

A similar council is being organized in the Nizhniv Novgorod Region.

## **MIDWEST SPECIALTY GRAINS CONFERENCE HELD**

The 2<sup>nd</sup> annual Midwest Specialty Grains Conference and Trade Show, hosted by the Midwest Shippers' Association (MSA), had an attendance of over 350 people from 22 U.S. states and 11 countries. The conference, held on August 23-25, 2005, in Bloomington, Minnesota, centered on the theme of 'Enhancing Relationships in the Global Marketplace'. The focus of the conference was on bringing growers, processors and end-users of specialty (IP) grains together, to learn from one another and to get to know one another.

The Midwest Shippers Association is a regional cooperative consisting of grain growers and processors. It was established to promote and facilitate marketing of specialty grains from the Upper Midwest. The North Dakota Department of Agriculture is a member of the Association and a co-sponsor of the conference.

North Dakota speakers on the program included Dr. Patricia Berglund from the Northern Crops Institute, Fargo; Tim Eschbach, Frito-Lay Company, Fargo; Ernie Hoffert, General Manager of Reimers Seed Co, Carrington; and Larry White, Marketing Director of the ND Pea and Lentil Association, Bismarck.

The final day of the conference included a trip to the nation's largest biodiesel refinery near Albert Lea, MN and a tour of the Sunrich facility in Hope, MN, one of the nation's premier processors of specialty grain and soymilk. There was also a brief crop tour in southern Minnesota.

North Dakota Marketing Coordinator Chuck Fleming attended the conference along with approximately 40 other North Dakotans interested in specialty crop production and marketing.

## **Agribusiness International Trade Opportunities Delivered Directly to You**

Submitted by Heather Andrea Ranck on behalf of the US Commercial Service's Agribusiness Team

In an effort to assist U.S. firms in the agribusiness industry to increase their export sales, the Agribusiness Team (US Commercial Service, Foreign Agricultural Service, State Regional Trade Groups and various State Departments of Agriculture) has created the on-line "Agribusiness e-Market Express." Agribusiness includes the following industries:

**Sept. 28**

Canadian Specialty  
Food Buyer's  
Mission  
*Grand Rapids, MI*

- agricultural machinery & chemicals
- food processing & packaging equipment (including hotel & restaurant equipment and refrigeration equipment)
- processed foods & food ingredients
- pet foods & supplies

Distributed once a month, this bulletin lists our most recent agribusiness market research, trade leads, and trade events.

The Agribusiness e-Market Express bulletin has just been updated with reports received in the last month from our overseas agribusiness industry specialists working in our Commercial Sections & Foreign Agricultural Service of the American Embassies and Consulates.

**Sept. 27-30**

Convenience  
Stores Buyer's  
Mission  
*New Orleans, LA*

Please direct your browser to the URL link below to view and select the reports of interest to you. The requested information will be sent to you via email.

<http://www.buyusa.gov/eme/agribusiness.html>

For questions, comments or difficulties viewing the bulletin, please contact Terri Batch by telephone at 310-882-1750 or via email at [Terri.Batch@mail.doc.gov](mailto:Terri.Batch@mail.doc.gov).

**Oct. 15-16**

Kosherfest  
Buyer's Mission  
*New York, NY*

**Oct. 19-20**

America's Food  
And Beverage  
Show  
*Miami, FL*

## **New Intern – Keeping an Eye on Global Market Trends**

Cheryl Duvall of Galesburg, North Dakota is the new international intern assigned to North Dakota through the MIATCO internship program. Her duties consist of assisting North Dakota food companies to take advantage of international trade programs and services offered through MIATCO and the ND Department of Agriculture.

Cheryl is a sheep producer as well as a student at the North Dakota State University. She has previous experience with marketing agriculture products and is excited about this opportunity to work with North Dakota food companies.

Cheryl will be keeping an eye on international market opportunities and trends affecting North Dakota products. Her primary function is to help promote and grow North Dakota agribusiness export sales. To meet that objective she will engage in the following activities:

- Explain assistance programs to companies interested in exporting.
- Help companies find the right programs to meet their individual needs.
- Inform companies know new, updated, or relevant programs.
- Conduct *free* secondary market research using the GEMS database.
- Find sources and contacts who can conduct primary market research.
- Collect evaluations, to make sure programs and services are effective.

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Cheryl Duvall, MIATCO  
Intern

- Make companies aware of product specific marketing opportunities.

Please contact Cheryl at [rduvall@polarcomm.com](mailto:rduvall@polarcomm.com) or (701.488.2225) to welcome her aboard and learn more about the following MIATCO programs: Global Export Market System (GEMS), Export Essentials Online, Buyers Missions, Market Builder, Food Export Helpline, and the Branded Program.

## Export Essentials

Learning about exporting has never been more convenient. MIATCO has developed a new online class that can teach the basics of exporting, as well as lead agriculture based companies through the steps it takes to develop an export plan and strategy. Export Essentials Online is divided into ten easy to follow modules. The modules can be taken in order, for the novice exporter, or individually for experienced exporters who need help only with certain aspects of the exporting process.

Export Essentials Online courses are flexible, thorough, and inexpensive. The content is relevant to all levels of exporters, from beginner to skilled. The online format gives the course flexibility to be used as a company training program or an individual export education and planning tool. The content is loaded with links to valuable market research information, as well as guidance on how to utilize that information. The cost list and a demo can be accessed at <http://www.exportessentials.org/home/>

For a limited time, the North Dakota Department of Agriculture is offering to use MAP funding to reimburse the cost of tuition for companies that complete any or all of these training modules. Call or email Cheryl Duvall at 701.488.2225 or [rduvall@polarcomm.com](mailto:rduvall@polarcomm.com) to learn more about this special offer, while there is still time.

## NEWS BRIEFS

### Australia Seminar Reveals Key Markets for North Dakota Products

The US Commercial Service and North Dakota Trade Office are hosting an Australian Export Market seminar on September 13, 2005. Plan to stop in for lunch and get the latest market information about Australian trade opportunities for North Dakota products. For times and location or to RSVP contact: Rodrigo Cintra from the North Dakota Trade Office at 701.777.3653 or email [Rodrigo@ndto.com](mailto:Rodrigo@ndto.com).

### North Dakota Has GEMS!

As a member of MIATCO, the North Dakota Department of Agriculture has access to a valuable market research tool - GEMS. This Global Export Market System is a database that is designed to generate product specific trade statistics,

currency exchanges, estimated import tariffs, and transportation rates. This is an excellent resource for agriculture or food based companies needing to conduct initial market research or looking for answers to product specific questions. To see what GEMS can do for you or receive a *free GEMS* market report, please contact Cheryl Duvall at [rduvall@polarcomm.com](mailto:rduvall@polarcomm.com) or call 701.488.2225.

## **From the US Grains Council**

***A fast new aflatoxin test for grain has been approved by the USDA's Grain Inspection, Packers and Stockyards Administration.***

The Rapid One Step Assay (ROSA®) Aflatoxin (Quantitative) can test four samples in 15 minutes, eight samples in 19 minutes and 16 samples in less than 30 minutes, offering U.S. grain traders an efficient option for testing grain before shipping. ROSA Aflatoxin can detect aflatoxin from zero to 100 parts per billion (PPB). According to its manufacturer, Charm Sciences, the new test is the first quantitative lateral flow test developed to detect the presence of aflatoxins in corn/grain samples. Two qualitative aflatoxin tests, Reveal® for Aflatoxin (5 to 100 PPB) from Neogen and The AgraStrip™ (20 PPB) from Romer, have also been approved in recent weeks.